

NEWS RELEASE: VISITING BUSINESSES

Over the next two months, 155 businesses will be given the opportunity to voice their opinions about the local economy as North Simcoe Community Futures Development Corporation oversees the implementation of an economic development project in this region.

The North Simcoe Business Retention and Expansion (BR+E) project officially begins in the next few weeks as trained volunteers meet with local businesses to identify their needs and concerns, ask their opinions about government, and determine in what ways the local business climate can be improved.

“The visits we are doing with local businesses have four objectives,” said Debra Muenz, General Manager, North Since Community Futures Development Corporation. “First we want to show our local businesses that we really appreciate the contributions they are making to our local community. Second, we want to see if they have any concerns, and, if so, are ways we can help. Third, we will be offering to help our local businesses take better advantage of available business resources. And finally, we are asking businesses to help us set priorities for future economic development planning.”

The Business Retention and Expansion (BR+E) program has been implemented in hundreds of rural and urban communities across the United States. In Ontario it was introduced on a pilot basis in 1998.

The results of Business Retention and Expansion (BR+E) projects in Ontario have been impressive: development of a more business friendly attitude, new local investment, more jobs, fewer barriers to development and easier access to financing, to name a few.